

THE WHITE HOUSE

WASHINGTON

December 21, 1983

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS
AND AGENCIES

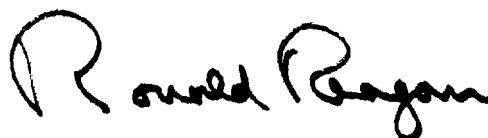
The Federal government is the Nation's largest single builder, printer, and user of design services: what we build, print, or cause to be manufactured for Federal use directly affects every citizen. We must ensure that these vast investments are cost-effective, well-planned, and reflect the standards of excellence which we all expect from our government.

More than a decade has passed since the late Nancy Hanks, then Chairman of the National Endowment for the Arts, was asked by the White House to coordinate the efforts of Executive agencies in improving the quality of design in the Federal government. The outstanding achievements over the years of the Endowment's Federal Design Improvement Program have allowed us to make considerable progress in the pursuit of design excellence. We must continue in this direction in an age when we seek to accomplish more with less.

I am pleased to announce my Administration's continued support for the goals of the Federal Design Improvement Program. To further this effort I am establishing a quadrennial Presidential Design Awards Program. This award will publicly recognize successful achievements in Federal design and inspire standards of excellence throughout the government.

I have asked Frank Hodsoll, Chairman of the National Endowment for the Arts, to implement this initiative. I know he will enjoy your full support. Please designate an individual with an appropriate background and position to be your liaison with the Endowment to help ensure the success of this program.

I urge all agencies to consider it their obligation to the American people to set a good example and do everything in their power to ensure the highest obtainable quality in Federal design activities.

DCI
EXEC
REG

ROUTING AND TRANSMITTAL SLIP

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. EO/DOA	R	27 DEC 1983
2. ADDA	Z	
3. DOA	J	28 DEC 1983
4. D/OH		
5. C/LSD - Action pls.	W	45

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

AEO *POW*
 EO *AL*
 DO/L *W*
 I think that the various design stuffs should be made aware of this, so that they can submit applications. Carol
 Carol *IK*
 let's discuss.

DO NOT use this form as a RECORD of approvals, concurrences, disposals, clearances, and similar actions

FROM: (Name, org. symbol, Agency/Post)	Room No.— Bldg.
EO/DOA	
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EXECUTIVE SECRETARIAT

ROUTING SLIP

TO:

		ACTION	INFO	DATE	INITIAL
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2	DDCI				
3	EXDIR				
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5	DDI				
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8	DDS&T				
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10	GC				
11	IG				
12	Compt				
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16	C/PAO				
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19	C/IPD/OIS				
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SUSPENSE		Date _____			

Remarks

[Signature]
Executive Secretary

STAT

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